

AN ALTERNATIVE SITE FOR ASDA – ST. GEORGE'S WAY, NEWPORT

Welcome

South Coast Leisure Ltd (SCL), the owner of the Newport Football Club ground, is proposing an alternative site for the Asda development. The scheme includes both land at the football ground and adjacent land in the ownership of the Isle of Wight Council.

The plans have been refined since they were first announced earlier this year, and a planning application for the proposal has now been submitted.

This planning application offers a site nearer to the town centre and is, therefore, better for shoppers and for the health of the town centre itself. Also, under the scheme, Newport Football Club will move to a new ground immediately to the east of the current pitch. Creation of the pitch and the establishment of new facilities including the clubhouse, changing rooms and a grandstand, will be supported by up to £1 million from the proceeds of the development. The facilities provided will also be made available for use by community groups and groups representing disabled people.

The alternative site is considered to be a better option than the current Asda proposal for the following reasons:

- The site is significantly closer to the town centre of Newport, with much better links for pedestrians and cyclists. It is estimated that walking distances to the town centre will be up to 400m less than with the current Asda proposal.
- The site is close to the existing residential areas of Pan, with good pedestrian links.
- The site is immediately adjacent to good bus links to the town centre from St George's Way.
- The proposed site is larger than the current Asda scheme and will allow significantly more parking. There will be a greater opportunity for linked trips, People visiting the town centre while parked at the site.
- The larger site allows for more circulation space and landscaping.
- The site is flat and level and can be easily developed without the need for significant retaining walls. The development would be far less prominent in the street-scene.
- The SCL scheme will allow the relocation and creation of new facilities for Newport Football Club and guarantee the Club's long-term future.

THE ALTERNATIVE PROPOSALS EXPLAINED

Location

- Just south of Newport Town Centre, on the east side of St Georges Way.
- Within easy walking distance of Newport shops.
- Easy pedestrian access from the street, with no steep slopes.
- Good pedestrian access to the Pan residential area.

The Site

- 12.82 acres, including 6.2 acres of SCL's land currently used by Newport Football Club, and 6.62 acres of land owned by the Isle of Wight Council.

The Proposals

- 45,000 ft.² retail floor space. (4190 m²)
- 28,000 ft.² retail storage etc. (2597 m²)
- 490 shoppers parking spaces.
- 68 covered cycle parking spaces.
- Petrol filling station.
- New football pitch.
- 71 parking spaces for the football club, plus two coach spaces.
- Changing rooms and grandstand.
- New clubhouse with opportunities for community uses.
- Direct access from Pan Meadows link road.

Public Transport

- Bus stops immediately adjacent to site on St. George's Way (4 buses per hour)
- Additional services to Pan when link road completed.

MASTER PLAN



MASTER PLAN

For SCL Limited

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SCHEME COMPARISON PLAN



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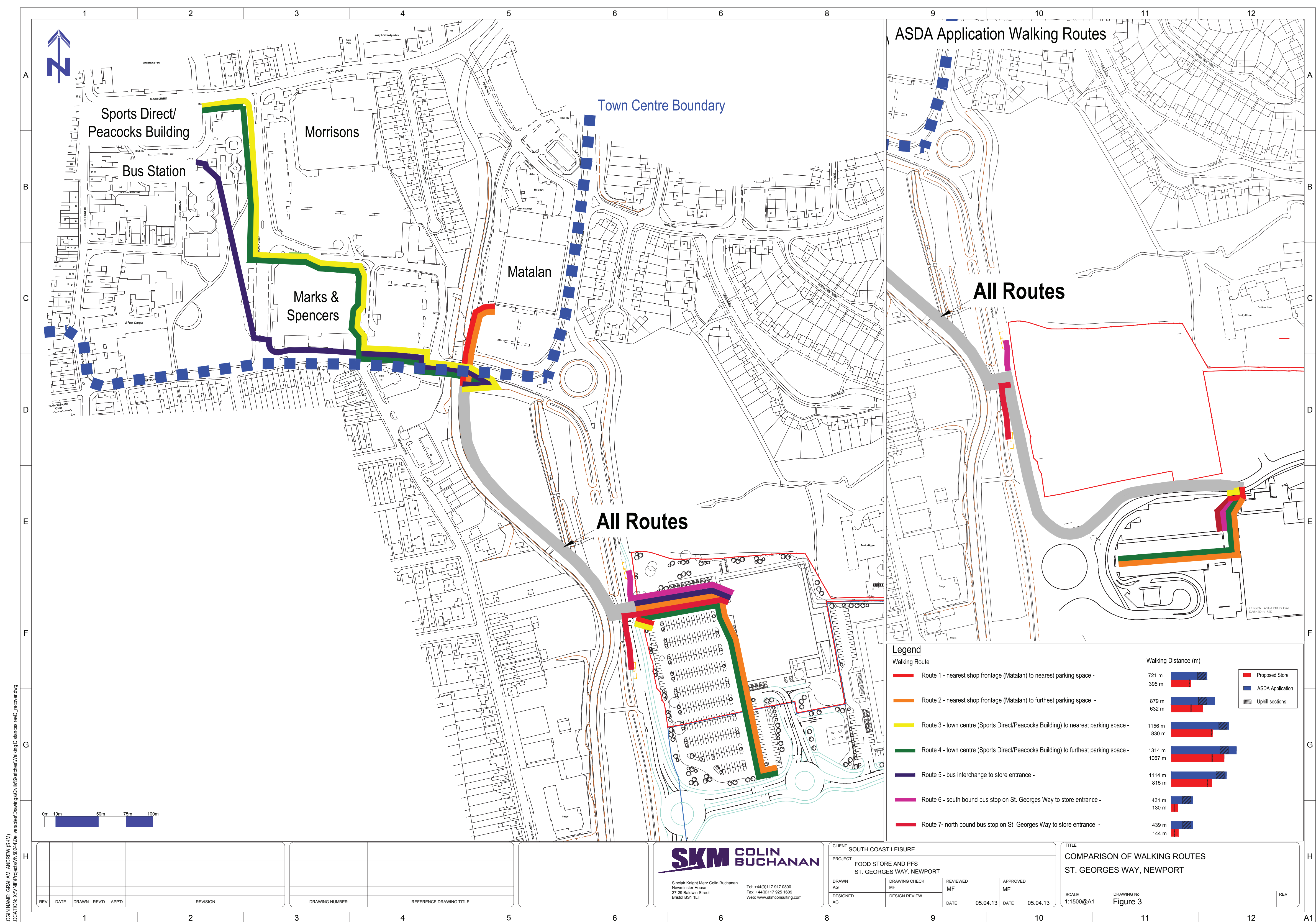
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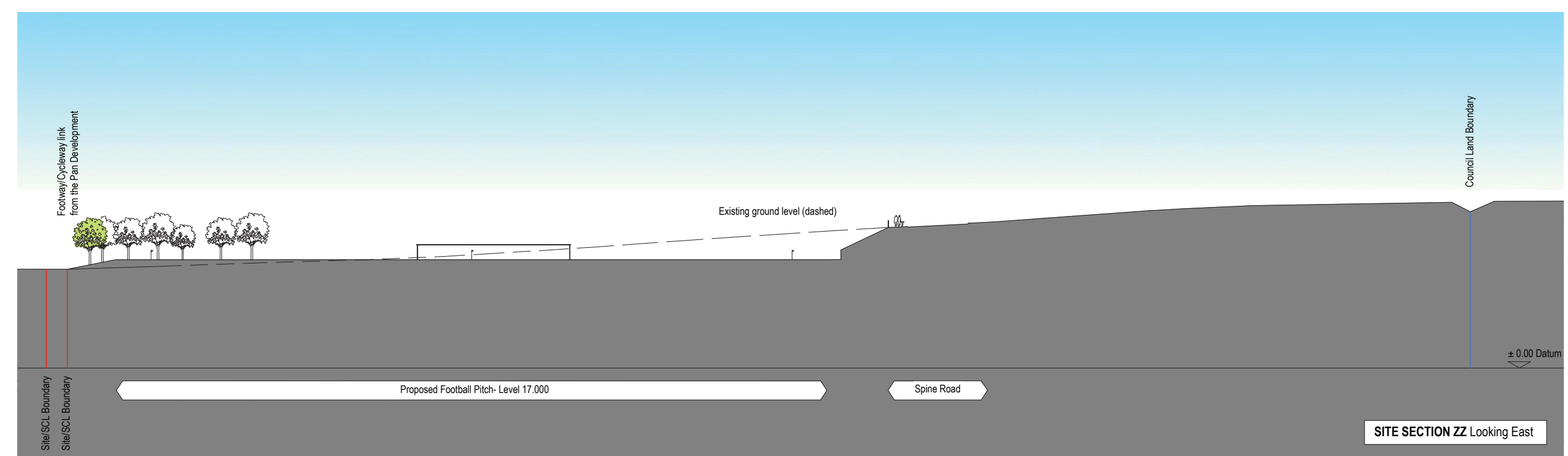
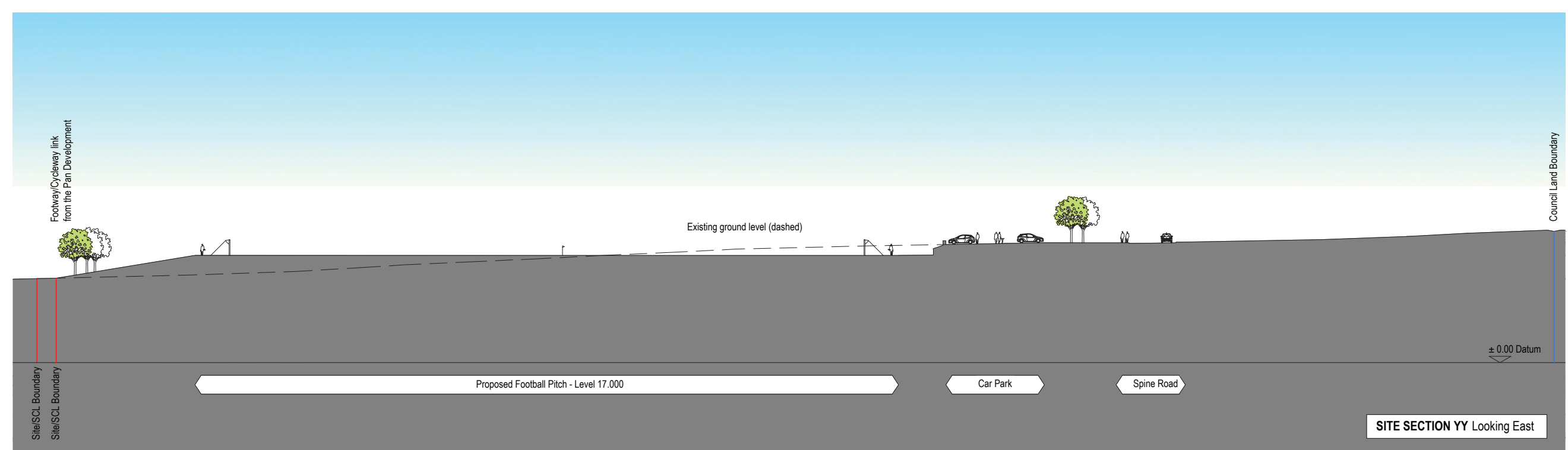
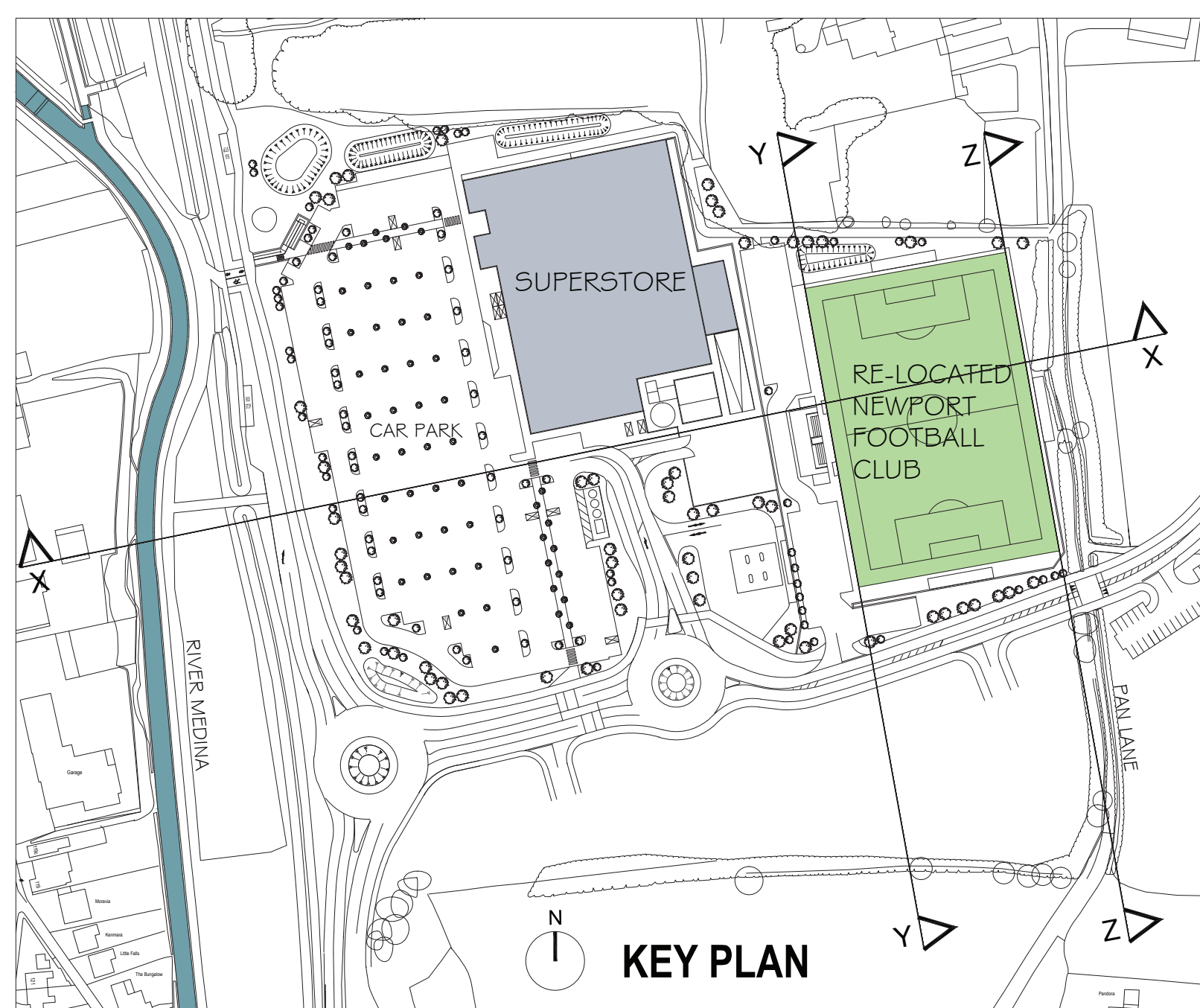
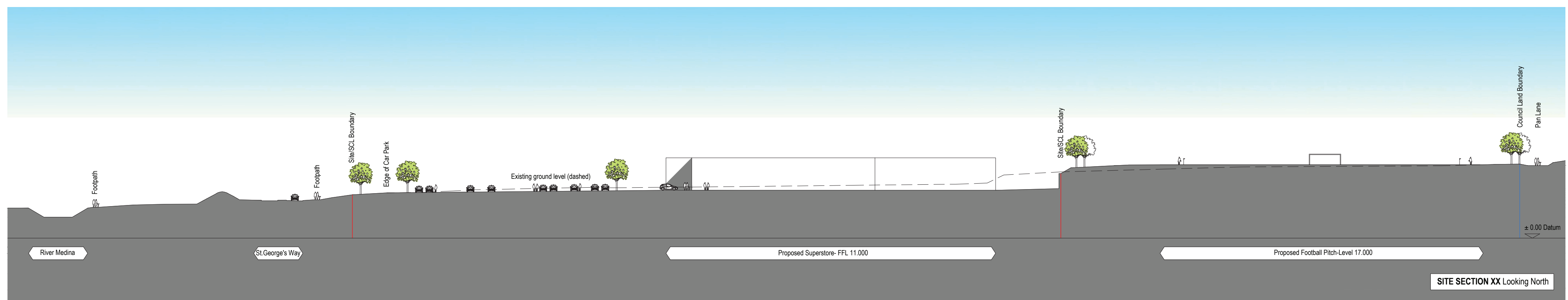
LANDSCAPE PLAN



SITE LOCATION PLAN



STREETSCENE ELEVATION AND SITE SECTION



STREETSCENE ELEVATION & SITE SECTIONS

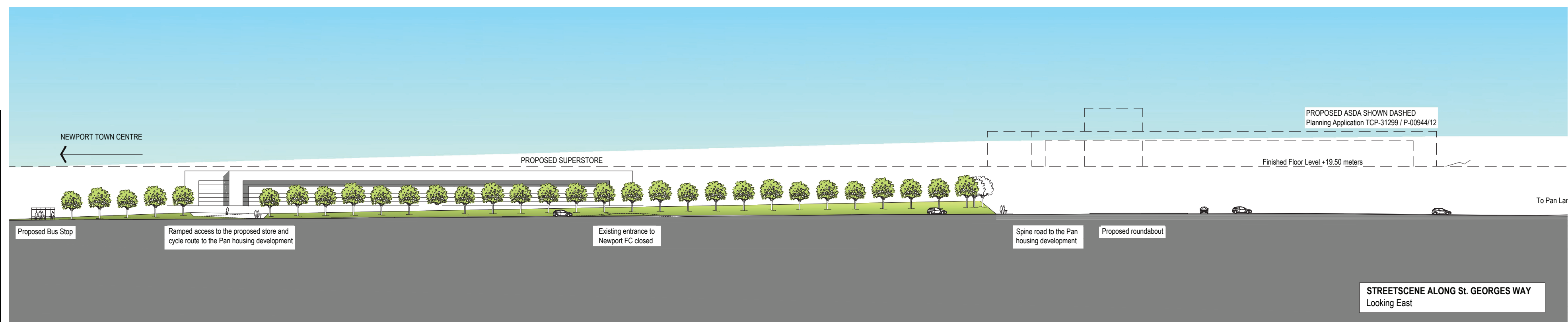
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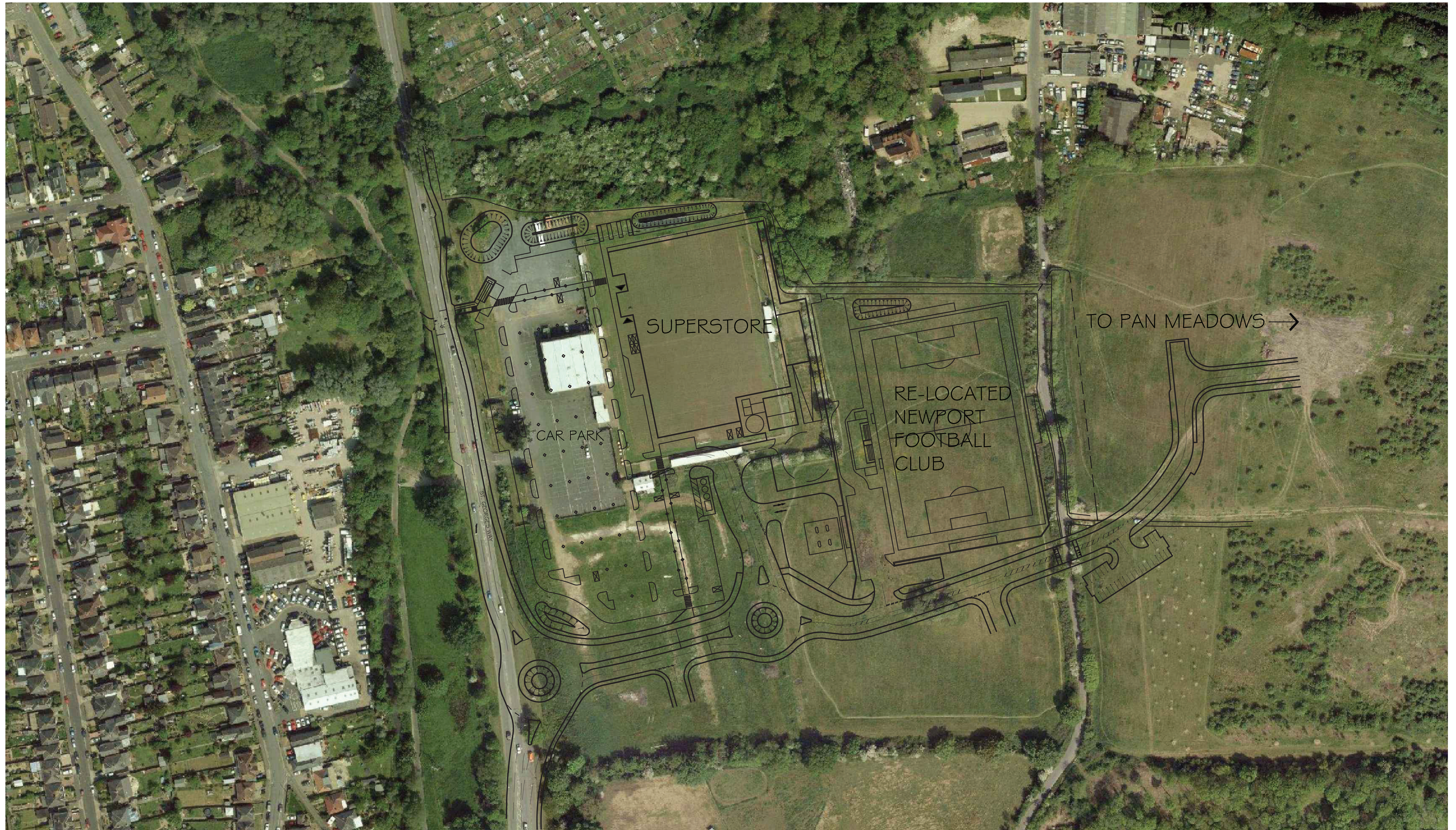
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AERIAL VIEW OF SITE [A]



AERIAL VIEW OF SITE [B]



THANK YOU

- Thank you taking the time to visit our exhibition today.
- We believe our proposals will provide a better site for Asda, better shopping links to Newport town centre and a better future for the Newport Football Club.
- A planning application for the scheme has now been submitted to the Isle of Wight Council, and it will be considered in due course alongside the current Asda proposal. Only one of these schemes can be developed, and the local planning authority needs to determine which of the proposals should be given its support.

- Full details of this proposal and the Asda scheme are available on the Isle of Wight Council website.
- **Thank you for your time today.**

Your views on the proposal can be made direct to the Isle of Wight Council. In addition, we would be grateful if you would complete a feedback form before you leave today.
